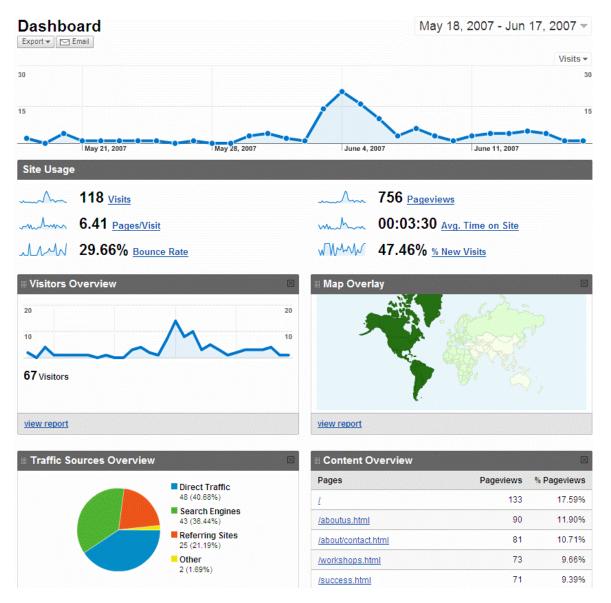# Search Product Offering

We offer phased approach campaigns to online marketing which includes cutting-edge technology in search marketing and web analytics. We help you reach your internet marketing goals by using a unique set of tools and metrics to baseline and measure your success as you build your business in the internet marketplace. With a unique blend of search engine marketing and social media optimization our expertise focuses on reaching your target market without getting lost in the overwhelming clutter of online advertising.

Search Engine Marketing (SEM): Our Marketing Package helps you find out what keywords attract your most desirable prospects, what advertising copy pulled the most responses, and what landing pages and content make the most money for you.

Search Engine Optimization (SEO)/Search Marketing Optimization (SMO): Complimenting our Marketing efforts, our Analytics Program works to optimize your web site so the customer can find your site using top search engines (Google, Yahoo!, etc.). We work to ensure your visitor is engaged when on your website and easily connected or interlaced with online communities and community websites, also called social media sites.

Dashboard

May 18, 2007 - Jun 17, 2007

Export | Email

Visits

30	30
15	15

May 21, 2007   May 28, 2007   June 4, 2007   June 11, 2007

Site Usage

118 Visits

6.41 Pages/Visit

29.66% Bounce Rate

756 Pageviews

00:03:30 Avg. Time on Site

47.46% % New Visits

Visitors Overview

67 Visitors

view report

Map Overlay

view report

Traffic Sources Overview

- Direct Traffic 48 (40.68%)
- Search Engines 43 (36.44%)
- Referring Sites 25 (21.19%)
- Other 2 (1.69%)

Content Overview

Pages	Pageviews	% Pageviews
/	133	17.59%
/aboutus.html	90	11.90%
/about/contact.html	81	10.71%
/workshops.html	73	9.66%
/success.html	71	9.39%

We believe you can surpass your business goals with a dedicated and optimized online marketing plan. We work to guarantee your investment in internet technologies is effective and monetized to its potential.

Product breakdown

PPC services
- Account Setup
- Conversion Code Setup
- Keyword Research & Bid Management
- Competitive Analysis
- Ad - Copy design
- A - B Testing
- Weekly & Monthly Report
- Log File Analysis
- ROI Calculations
- Conversion Tracking
- Landing page creation/optimization

SEO Services
- No. of Key phrases Optimized
- Website initial SEO technical analysis report
- Initial Competitive analysis Report
- Optimization of Titles and Meta Tags
- Google XML Sitemap
- Optimization of HTML source code
- Editing Content for SEO
- Submissions to top search engines and directories
- Creation of Froogle Feeds
- Log File Analysis
- Monthly Reports
- Free Consultation on emerging Trends in Search Engines

Website Optimization

Consultation Session:
We will research the functionality of your current web site and inform you of any problems that may impede the search engine placement process.

Keyword Research and Recommendations:
Through a combination of manual searches and custom research software, our technicians will help pinpoint the most heavily searched and trafficked keywords for your individual products and services.

Content Creation:
Our copywriters will work on creating unique content or modifying existing content based on the keywords being optimized. Keywords will be strategically used within the content based on various keyword densities. Our copywriters will consult with the client before writing any content in order to fully capture the essence of the site. All marketing and design aspects of the site will be respected and maintained to its fullest potential. All new copy will be sent to client for approval before going live.

Website Optimization:
Our technicians will modify your site Meta Tags and content so that it has all your keywords in the right densities necessary to achieve high rankings. Your site will also be optimized to be spider friendly to make sure that search engines see every single page of your website. All work will be submitted for your approval before going live.

Site Maps Creation:
If your site does not have a site maps page, one will be created for you. If you already have one then it will be checked to make sure it covers all your important pages and if it is in the correct format.

Dynamic Site Optimization: (If applicable)
If you own a dynamic site such as database driven, ecommerce based or shopping cart based, your site may need special tweaking to make it search engine friendly. Our technicians will consult with you and offer you several options and then proceed with implementation.

Submission

Search Engines and Directories:
Most major search engines have free submission programs. We submit your site to the major search engines after optimization is complete. The major free engines and directories include: Yahoo (also powers AltaVista, HotBot, AllTheWeb), Google (also powers AOL, iWon, HotBot and Netsacape), MSN, Lycos, Teoma, Ask and DMOZ (Open Directory).

We also have a list of several directories that would help with additional traffic and link popularity. In addition, we will research any industry specific search engines and directories and submit to those as well.

Fee Based Directories:
Each of the following directories requires a fee for regular or express listings. We have researched several top directories and picked this final list for recommendation to our clients. The purpose of submitting you to these directories is to primarily increase your link popularity, via getting a link from high Page Rank site and from a category that is highly relevant to your topic. A relevant link has a more value than any link.

- Yahoo Directory Submission: $299.00
- Goguides.org $70.00
- Gimpsy.com $40.00
- Bestoftheweb.org $70.00
- Linksgiving.com $40.00
- Skaffe.com $45.00

Site Maps Submission:
Google and Yahoo are both offering a Sitemaps submission programs for those sites that are dynamic and have indexing problems. If your site falls in this category, our technicians will create and submit Sitemaps to Google and Yahoo via their respective programs.

Link Popularity

The more links to a website the better the rankings will be in most search engines. The quality of the site linking to you matters also. The closer the topic of the site to yours is better and the more incoming links to your site is even better. We provide the following forms of link popularity enhancement.

One-way Links:
We look for industry related websites and directories and manually add or request links. We also own several hundred websites in popular categories and directory type sites that we use to link to our clients. After each link is created, it then needs to be submitted to the search engine in order for search engines to see and count the links in your favor.

Link Exchange:
The link exchange will involve looking for similar sites in your industry and contacting them to see if they would agree to exchange links. We only look for high quality sites having a Google PR of 3 or more on the links page. We then build a link page that is hosted on your site and place links to other sites in return for reciprocal link. If you have objections to this program make sure to let us know upfront. You will also have a chance to review the links and let us know if you object to any of the links.

Text Link Ads: (optional)
We will locate sites in your industry or sites having related topics to see if they would agree to sell you Text Links. We only look for high quality sites having a Google PageRank of 4 or more. We will try to negotiate the best deal with the sites and send you a list for approval before proceeding.

Reporting

Website Position Report:
We will run a ranking report showing all your existing listings in the major search engines before we start. This elaborate report will be sent via email to you for you to help document our progress.

Monthly Website Position Report:
Every 30 days, we will run a ranking report to document the progress and send it to you via email.

Project Status Reports:
Our technicians will contact you from time-to-time via phone or email with project status reports. In addition, feel free to contact us at any time via email or via phone during business hours with any questions.

About Our Staff

Sales Consultant: This is the individual that you would be in contact first. He will oversee all aspects of the campaign from start to finish. Responsibilities include initial proposal, consultation, research, strategy, keyword research and fulfillment. This individual will act as the primary point of contact.

Project Manager: He/She will be responsible for all technical aspects of the campaign. This individual will always have access to all pertinent account information and is always available during regular business hours for technical assistance as it pertains to the campaign.

Search Engine Optimizer: This individual is the primary site content optimizer and may be in contact with you from time-to-time.

Submission Specialist: This individual is responsible in submitting your site to free and paid directories.

Link Building Team: We have several link building specialists that work on each campaign. These individuals are responsible in creating the links to your site and are in charge of the link exchange program.

Accounting: He/She is responsible for all billing issues as it pertains to your account.

SKEEO creative

Pricing: Option One (6 month Minimum Contract)

Fee-Based Directory Submissions:

Yahoo Directory Submission	$299.00
Goguides.org	$ 70.00
Gimpsy.com	$ 40.00
Bestoftheweb.org	$ 70.00
Linksgiving.com	$ 40.00
Skaffe.com	$ 45.00
	$564.00

Setup Fees:

Website Optimization Fee: (30 keywords)	$3,000.00
- Keyword Research and Recommendations	Included
- Meta tag, title tag etc… optimization	Included
- Content Creation	Included
- Content Optimization	Included
- Site Maps Creation and Submission	Included
- Dynamic Site Optimization:	Included
- Initial month's Fee	Included
Fee Based Directories:	$564.00

Total Setup fee:	$3,564.00	

Monthly Fees:

Monthly Maintenance Fee:	$2,000.00
Link popularity Campaign Fee:	Included
- One-way Links	Included
- Link Exchange:	Included
- Directory submissions	Included
Submission fee:	Included
Monthly Text Link Fee: (*up to*)	$ 500.00
(*money goes strictly towards links we buy*)	

Total monthly fees:	$2,500.00	

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Pricing: Option One (6 month Minimum Contract)

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Fee-Based Directory Submissions:

Yahoo Directory Submission	$299.00
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Gimpsy.com	$ 40.00
Bestoftheweb.org	$ 70.00
Linksgiving.com	$ 40.00
Skaffe.com	$ 45.00
	$564.00

Monthly Fees:

Dedicated Optimizer	
Website Optimization Fee: (up to 80 keywords)	$5,000.00
- Keyword Research and Recommendations	Included
- Meta tag, title tag etc… optimization	Included
- Content Creation	Included
- Content Optimization	Included
- Site Maps Creation and Submission	Included
- Dynamic Site Optimization:	Included
Monthly Maintenance Fee:	Included
Link popularity Campaign Fee:	Included
- One-way Links	Included
- Link Exchange:	Included
- Directory submissions	Included
- Press Releases	Included
- Blog postings	Included
- Monthly new Articles	Included
Submission fee:	Included
Monthly Text Link Fee: (*up to*)	$500.00
(*money goes strictly towards links we buy*)	

Total monthly fees:	$5,500.00